

Advertising Signs

The purpose of this information sheet is to assist applicants in preparing a planning application to display an advertising sign



In Victoria, the planning system regulates signs and advertising to ensure public areas are well presented and free from visual clutter.

In some locations within the City of Greater Bendigo a planning permit is required to display advertising signage.

There are different factors to be considered when determining whether a sign requires a planning permit including the planning controls affecting the land, the type of sign proposed, the size and location.

Contact the City with details of your proposed signage to determine whether planning approval is required.

Policy basis

Clause [52.05](#) of the Greater Bendigo Planning Scheme provides the general controls about advertising across Victoria. This policy seeks to regulate the development of land for signs and associated structures, ensure signage is compatible with the surrounding area and do not cause a loss of amenity or result in visual clutter.

In addition, the City's local advertising and signage policy [Clause 15.01-1L-03](#) applies to all planning permit applications for advertising and signage within the municipality and seeks to protect the public amenity of the municipality from distracting and dominating signage and advertising. This is particularly so in areas of high sensitivity including areas of heritage significance, neighbourhood character, and along City and township entrances. The policy provides guidance on the preferred location, scale and type of signs.

Advertising signage in Heritage areas

It is important to maintain and enhance the appearance of streetscapes and heritage areas by encouraging well designed and located signage and advertising.

A planning permit is required to display a sign in a Heritage Overlay.

Search the [interactive maps](#) to see if your property is within a heritage overlay.

What do I need?	Where can I get it/who can help?
A completed application for planning permit form	Download from our website
A copy of the Certificate of Title including any covenants or agreements (produced within the last 3 months)	Purchase a copy from https://www.landata.vic.gov.au/
Payment of the relevant application fee	Download a fee schedule from our website
A written response against any relevant policies in the planning scheme demonstrating how the proposal satisfies the relevant strategies.	Planning Consultant
<p>A site context report, using a site plan, photographs or other methods to accurately describe: (as applicable)</p> <ul style="list-style-type: none"> • The location of the proposed sign on the site or building and distance from property boundaries. • The location and size of existing signage on the site including details of any signs to be retained or removed. • The location and form of existing signage on abutting properties and in the locality. • The location of closest traffic control signs. • Identification of any view lines or vistas that could be affected by the proposed sign. 	Signwriter/Planning Consultant
<p>Fully dimensioned plans at preferred scales of 1:100 or 1:200 showing the following sign details:</p> <ul style="list-style-type: none"> • The location, dimensions, height above ground level and extent of projection of the proposed sign. • The height, width, depth of the total sign structure including method of support and any associated structures such as safety devices and service platforms. • Details of associated on-site works. • Details of any form of illumination, including details of baffles and the times at which the sign would be illuminated. • The colour, lettering styles and materials of the proposed sign. • The size of the display (total display area, including all sides of a multi-sided sign) • The location of any logo box and proportion of display area occupied by such a logo box. • For animated or electronic signs, a report addressing the decision guidelines at Clause 52.05-8 relating to road safety. • Any landscaping details. 	Signwriter
Please note that additional application requirements apply to signs with a display area of 18sqm or more, animated or electronic signs.	